

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator along with the test scan sheets at the time of testing. It will be submitted to the USOE for the audit and a copy kept on file for two years.

**Course: Sports & Entertainment Marketing
Applied**

Test Number: 417

School:

Instructor's Name:

Students in course:

Students tested:

Date:

This is to verify that the students on the attached class roll* accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

Each student must complete the following required performance objective at 80% mastery to fulfill the performance requirements.

1. Select and organize a sports event, develop a marketing plan, and run the event including the following components:
 - A. Develop a promotion plan.
 - B. Develop a sponsorship proposal and contract.
 - C. Develop a post-event management plan.

Each student must complete three (3) of the following eight (8) optional performance objectives at 80% mastery to fulfill the performance requirements.

1. Develop a letter of agreement for a corporate partner's sponsorship of an event.
2. Develop and utilize a SWOT evaluation to evaluate a sponsorship and/or event.
3. Identify revenue sources and promotional sources for an event.
4. Organize and plan ancillary events to take place at an event.
5. Develop a player/participant contract for an event.
6. Evaluate and report on a television or media distribution contract for an event.
7. Develop a management plan for an event consisting of load-in schedule and pre-event activities.
8. Develop a management plan for an event consisting of load-out schedule and post-event activities.

Each performance is documented and kept on file for two years. (check one or more)

- ☐ Individual student performance tracking sheets
- ☐ A class period summary score sheet
- ☐ Recorded and identified in the class grade book

Instructor's Signature: _____

*Attach a copy of the class period roll and draw a single line through any student on the roll not accomplishing ALL required performance objectives at the 80% (moderately to highly skilled) level.